

ABSTRACT OF THE DISCLOSURE

A method, apparatus and system are provided for packaging a group of articles into a container formed from a carton blank. The method includes associating a carton blank with a group of articles. The carton blank has at least one open portion and a plurality of bendable flaps. A vertically oriented channel is provided having at least one deflector assembly. The associated carton blank and group are moved vertically in the channel. The movement results in the bending of at least one of the flaps by the deflector assembly such that the carton blank is at least partially assembled around the group. A plow assembly is also provided for the apparatus for packaging a group of articles in a container formed from a carton blank.

985667v1